

**Notes from ACR Chapter Leaders Teleconference
January 5, 2006**

Participants:

- Tara Fishler - ACR Chapters Director
 - Art Benson - Minnesota
 - Don Graul - Houston
 - Joe Hewitt - Dallas
 - Larry Martin - Virginia
 - Susan Raines - Georgia
 - Andrew Druliner - ACR Chapters Liaison
 - Jim Rosenstein - Greater DE Valley
 - Pat Shanahan - Northern California
 - Susan Sheets - Virginia/CAC Member
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Agenda items for the call:

- I. Updates on Action Items from the Dec. 8, 2005 Chapter Leaders' Call
 - II. Chapter 2006 Annual Reports are due in March 2006
 - III. How to Reach Chapter Members in a Wide Geographical Area
 - IV. Recruiting and Retaining Student Members
 - V. The ACR 2006 Annual Conference – Promoting Chapters
 - VI. Other issues/future issues
 - VII. Next steps
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I. Updates on Action Items from the Dec. 8, 2005 Chapter Leaders' Call

- **Action:** Andrew Druliner has uploaded ACR documentation to the Yahoo! Group (please visit the files section of the [ACR Chapters Yahoo! Group](#)). One important file to review: list of Chapter contacts, including D&E Point Persons (thanks to Art Benson!). Please email any updates for this list to Andrew at Chapters@ACRnet.org.
 - **Action:** Andrew Druliner has emailed each Chapter an ACR membership list for membership recruitment drives. If you did not receive your Chapter's list or need additional information, please contact Andrew at Chapters@ACRnet.org.
 - **Action:** The ACR Board will discuss Jim Rosenstein's Public Education Task Force proposal at the Spring 2006 Board meeting. Andrew Druliner has received documents that Lynne Kinnucan created for the Crisis Intervention Section and will work with Tara Fishler to distribute this information to Chapter Presidents soon.
 - **Action:** Tonya Canepa will begin an email thread in the Yahoo! Group asking each Chapter to prioritize the resources it needs from ACR; Tonya Canepa will bring this list to ACR's membership committee and Tara Fishler will bring it to the Board – **this action item is pending for the next call.**
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II. Chapter 2006 Annual Reports are Due in March 2006

- **Action:** Andrew Druliner will email the annual report form, a request for a Chapter Calendar of Events for 2006, and a request for a verification of Chapter incorporation

status to each Chapter President. Stay tuned to your email inbox for this information.

III. How to Reach Chapter Members in a Wide Geographical Area

- **Action:** Pat Shanahan of Northern California will post a list of the movies that her Chapter considered for its film festival last autumn. To read more about the film festival, please review the email thread beginning at message number 22 in the [ACR Chapters Yahoo! Group](#).

Discussion: Many ACR Chapters are affected by a dispersed population that cannot regularly gather in one central location. Some suggestions for reaching out to a wider geographical area include:

- creating a semi-autonomous sub-Chapter that splits dues with the main Chapter and conducts local programming;
- recruiting Chapter board members from around the state/region to bring local contacts into the Chapter and to work with local program committees – all board members can meet by teleconference throughout the year and join with the entire board/membership at the annual conference or meeting;
- rotating the annual conference or meeting around the state/region – this can allow the Chapter to reach out to more members but may also alienate some members;
- inviting presenters to present at multiple locations around the state/region, or take advantage of free teleconferencing facilities such as universities or law firms to present a live feed of a program in multiple locations;
- laying the groundwork to ensure that continuing education credit is given for programming – this creates a draw to increase participation in programming;
- creating a set of guidelines for marketing a program, finding an accessible meeting room, etc. so that program committees throughout the state/region are more easily able to conduct local programming;
- picking a hot book for students or other focused audiences and convening a book group or teleconference with the author.

IV. Recruiting and Retaining Student Members

- **Action:** Susan Raines of Georgia will post a list of survey results from her Chapter – the survey addresses the question of Chapter membership and why people tend to either remain long-term members, or to leave the Chapter after only 1 or 2 years of membership.

Discussion: One key to successful student involvement is making contacts among college/university faculty. A board member or other Chapter member who works at a university can be a huge magnet for students, so it is important include these Chapter leaders in recruitment plans.

In addition, student members are eager to volunteer their time (e.g., earning a reduced or free admission to a Chapter meeting by registering meeting participants) and have more time to attend programs, especially if this means they will have an opportunity to “rub shoulders” with experienced practitioners in the field or to participate in mock mediations, etc.

Having a large pool of student members adds value to the Chapter in at least two ways:

- 1) students benefit from networking with experienced practitioners;
- 2) experienced practitioners find opportunities to mentor students/newer practitioners and to conduct peer observations and new mediator groups.

Perhaps offering these valuable opportunities to more experienced practitioners will combat the common problem of members leaving the Chapter after 1 or 2 years because they feel they no longer need to network and/or no longer feel the need to be on a roster.

Resource for promoting ADR statewide / conducting public education campaigns: the Greater New York Chapter is networking with other organizations to get MACRO's material into the subway and otherwise into the public eye. **To see the MACRO material, please visit: <http://www.courts.state.md.us/macro/>.**

V. The ACR 2006 Annual Conference – Promoting Chapters

The 2006 Annual Conference will be an ideal moment to identify potential Chapter members and reach out to them. The Greater Delaware Valley Chapter will host the Annual Conference and will have a booth in the exhibit hall to distribute handouts, program announcements, membership applications, etc.

Ideas for Chapter promotion at the 2006 Annual Conference include:

- a Chapters Reception at the Conference that would allow Chapters to introduce their Chapters and recruit new members;
- a Chapters table (staffed by Chapter leaders on a rotating basis) during one or more days of the Conference;
- Chapters members wearing a sticker on their name badge: “Ask Me About the XXX Chapter”;
- a handout listing all Chapter events (including receptions, dinners, less formal gatherings) for inclusion in the registrants’ totes;
- use of the attendee lists from ACR Annual Conferences for recruitment purposes.

VI. Other issues/future issues

- Chapters and Sections, Working Together
- Ongoing discussion of ACR's 2006 Annual Conference
- Cross-marketing: CAC initiatives

Tara Fishler (tara@tarafishler.com) is always interested to learn what issues you'd like to talk about on future calls. Please send her your requests!

VI. Next steps

Our next Chapter Presidents call will take place on
Thursday, February 2, 2006, from 1:00 pm - 2:00 pm EST.

Please save the date for a call on the first Thursday of each month in 2006.